



REQUEST FOR PROPOSAL
TO OPERATE A CAFÉ KIOSK AT
THE SAMSUNG EXPERIENCE STORE, AMBER HILLS
(“RFP”)

Integrated Communications Sdn Bhd (Incomm)

RFP Reference Number: RFP/INC/10/2026/001

Issue Date: 01 October 2026

Closing Date: no later than 02:00 pm on 14 October 2026



**REQUEST FOR PROPOSAL (RFP) TO OPERATE A CAFÉ KIOSK AT
THE SAMSUNG EXPERIENCE STORE, AMBER HILLS**

(1) BACKGROUND AND PURPOSE

Integrated Communications Sdn Bhd ("Incomm") is a Brunei-based technology retail and distribution company providing consumers and businesses with access to leading technology brands, devices and digital lifestyle solutions. With a portfolio spanning smartphones, tablets, computing devices, smart technology and connectivity products and accessories, Incomm brings together products, brands, expertise and customer experience under one technology eco-system. A key strength of Incomm is its established presence and strong relationships within the Brunei Darussalam market including longstanding engagement with government ministries and agencies.

Incomm benefits from a strong institutional foundation as one of the subsidiaries of Datastream Managed Services Sdn Bhd (DMS), which gives Incomm a distinctive B2C, B2B and B2G capability, connecting global technology brands [e.g. Samsung, Apple and others] not only with consumers but also with corporate, GLCs and the Government sector.

Incomm invites suitably experienced operators to submit proposals to operate a a café kiosk ("**Café Kiosk**") within its new Samsung Experience Store at Amber Hills, Pengakalan Gadong ("**Store**").

The Café Kiosk is intended to complement the Store's modern technology and lifestyle environment and enhance the overall customer experience by providing quality beverages and light refreshments to customers and visitors to the Store.

This RFP sets out the principal requirements for the Café Kiosk and the information to be included in proposals submitted by prospective operators.

(2) THE OPPORTUNITY AND REQUIREMENTS

The principal requirements for the Café Kiosk are set out below:

Item	Details
Location	Samsung Experience Store Amber Hills, Pengakalan Gadong
Space	Approximately 3m x 5m
Food and beverage offering	Coffee, tea and other beverages, pastries, cakes, sandwiches and other pre-packed light refreshments
Food preparation	No cooking will be permitted. Coffee machines, microwaves and toasters may be used
Operating hours	The Café Kiosk will operate in accordance with the Store's operating

	hours
Facilities provided	Water supply/sink, drainage, electrical supply and ventilation fan
Counter	Incomm will provide a basic countertop in accordance with its concept
Fit-out and equipment	The operator will be responsible for its own fit-out and for providing the equipment required for the operation of the Café Kiosk. The operator's proposed fit-out/design will be subject to Incomm's prior approval

The proposed Café Kiosk should complement the Store's modern technology and lifestyle environment. Incomm is seeking an operator that can provide quality coffee, beverages and light refreshments, a contemporary Café Kiosk concept, a consistent standard of service and customer experience, and operational capability to operate in accordance with the Store's operating hours.

Incomm also welcomes proposals which provide opportunities for joint promotions, events and brand collaborations in connection with the Store.

(3) COMMERCIAL ARRANGEMENT AND TERM

3.1 Commercial Arrangement

The intended commercial arrangement is a fixed rental / licence fee. Operators should set out their proposed rental / licence fee as part of their proposal and may also propose an alternative commercial arrangement for Incomm's consideration.

3.2 Term

The proposed term of the arrangement is two (2) years, with an anticipated commencement of operations on 15 January 2027 or such other date as may be agreed between Incomm and the selected operator.

The arrangement may be renewed by agreement between Incomm and the selected operator. Either party may terminate the arrangement on two (2) months' notice after the first year of operation.

3.3 Appointment

The appointment of the selected operator and the terms governing the operation of the Café Kiosk will be subject to the execution of a definitive written agreement, which Incomm will provide to the selected operator prior to appointment.

(4) PROPOSAL REQUIREMENTS

Operators should structure their proposals to address the following matters:

4.1 Operator Profile and Relevant Experience

A brief profile of the operator, including:

- (a) its business / company name and contact details;

- (b) its relevant experience in operating cafés, kiosks or similar food and beverage businesses; and
- (c) examples of relevant existing or previous operations, where available.

4.2 Proposed Café Kiosk Concept

A description of the proposed Café Kiosk concept, including:

- (a) the proposed style and design of the Café Kiosk and how it would complement the Store's modern technology and lifestyle environment; and
- (b) where available, concept images, sketches or other illustrative material showing the proposed look and feel of the Café Kiosk.

4.3 Menu and Food and Beverage Offering

An indicative menu setting out the proposed food and beverage offering and indicative retail pricing.

4.4 Operational Approach

Details of:

- (a) the proposed staffing and operational arrangements for the Café Kiosk;
- (b) how the operator proposes to maintain service quality and consistency during the Store's operating hours;
- (c) any proposed opportunities for joint promotions, events or brand collaborations with Incomm; and
- (d) the operator's proposed timeline for fit-out and commencement of operations, having regard to the anticipated commencement date specified in paragraph 3.2.

4.5 Fit-out and Equipment

Details of the proposed fit-out and principal equipment to be provided by the operator, including the proposed layout and, where available, drawings, images or other illustrative material showing the proposed fit-out and equipment.

4.6 Commercial Proposal

The proposed rental / licence fee and, where applicable, details of any alternative commercial arrangement proposed for Incomm's consideration.

(5) EVALUATION AND SELECTION

Proposals will be evaluated having regard to the following criteria:

- suitability of the proposed Café Kiosk concept;
- relevant experience of the operator;
- proposed menu and food and beverage offering;
- operational capability; and

- commercial proposal.

Incomm may, as part of the evaluation and selection process, seek clarification or further information from any operator, shortlist one or more operators and invite one or more operators to participate in further discussions or a further selection process.

The evaluation will be based on the proposal as a whole. Incomm is not obliged to select a proposal solely on the basis of the commercial terms offered.

(6) RFP TIMETABLE

The indicative timetable for the RFP is set out below:

Stage	Date
Deadline for enquiries / requests for clarification	09 October 2026
Submission of proposals	No later than 02:00 pm on 14 October 2026
Notification of selected operator	30 days after the Closing Date
Anticipated commencement of operations	15 January 2027 or such other date as may be agreed

The above timetable is indicative only. Incomm may amend the timetable as it considers appropriate and will notify participating operators of any material changes.

(7) ENQUIRIES AND SUBMISSION

7.1 Enquiries and Requests for Clarification

Any enquiries or requests for clarification concerning this RFP must be sent by email to sales.retail@incommbiz.com no later than 09 October 2026.

The email subject should state “RFP/INC/10/2026/001 – RFP Clarification”.

Incomm may provide such clarification or additional information as it considers appropriate in connection with the RFP process.

7.2 Submission of Proposals

Proposals must be received by Incomm at sales.retail@incommbiz.com no later than 02:00 pm on 14 October 2026 (“**Closing Date**”).

The email subject should state “RFP/INC/10/2026/001 – Proposal to Operate a Café Kiosk at the Samsung Experience Store, Amber Hills”.

Incomm may, at its discretion, disregard any proposal received after the Closing Date.

(8) RFP CONDITIONS

8.1 Status of RFP

This RFP is an invitation to submit proposals for Incomm's consideration only. It does not constitute an offer and does not create any obligation on Incomm to accept any proposal or appoint any operator.

No binding agreement for the operation of the Café Kiosk will arise from this RFP, the submission of a proposal, any discussions with an operator, or the notification of the selected operator. Any appointment will only take effect upon execution of the definitive written agreement referred to in paragraph 3.3.

8.2 Incomm's Rights

Incomm reserves the right, at its discretion, to:

- (a) seek clarification or further information in relation to any proposal;
- (b) shortlist any operator and invite one or more operators to participate in further discussions or a further selection process;
- (c) request a revised or further proposal from any operator;
- (d) accept or reject any proposal;
- (e) amend the requirements, process or timetable set out in this RFP; and
- (f) suspend, discontinue or cancel the RFP process at any time.

Incomm is not required to give reasons for exercising any of the above rights.

8.3 Proposal Costs

Each operator will bear its own costs and expenses incurred in preparing and submitting its proposal and otherwise participating in the RFP process. Incomm will not be responsible for any such costs or expenses.